

## Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

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R 061412Z SEP 74

FM AMCONSUL MILAN

TO SECSTATE WASHDC 3729

INFO USDOC WASHDC

AMEMBASSY ROME

UNCLAS MILAN 1267

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: GLOBAL MARKET RESEARCH - AVIONICS AND AVIATION SUPPORT  
EQUIPMENT

REF: STATE 195367; A-2719 OF APRIL 8, 1974

1. THREE COPIES A.T. KEARNEY GMR STUDY "AVIONICS AND AVIATION  
SUPPORT EQUIPMENT" TRANSMITTED VIA APO ON AUGUST 30. REMAINING  
10 COPIES BEING POUCHED SOONEST.

2. POST BELIEVES THE REPORT TO BE GENERALLY SATISFACTORY,  
ALTHOUGH WE HAVE CERTAIN RESERVATIONS, OF WHICH MORE PRESENTLY.

3. KEARNEY RESEARCHERS EXPERIENCED GREAT DIFFICULTY IN OBTAINING  
MEANINGFUL IMPORT, EXPORT AND PRODUCTION STATISTICS AS WELL AS  
INFORMATION REGARDING MILITARY MARKET FOR AVIONICS AND GROUND SUPPORT  
EQUIPMENT AND INFORMATION REGARDING SUPPLEMENTAL CARRIERS AND HOURS  
OF GENERAL AVIATION. DEFICIENCIES, HOWEVER, WELL EXPLAINED IN THE  
NARRATIVE PORTIONS OF REPORT AND POST INCLINED ACCEPT CONTRACTOR'S  
EXPLANATIONS AS VALID.

4. IN LISTING MAJOR AVIATION/AEROSPACE PUBLICATIONS, CONTRACTOR  
INADVERTEDLY LISTED THEM IN REVERSE ORDER THAN THAT CALLED FOR  
IN SPECIFICATIONS. OVERALL CONTENT, HOWEVER, IS GOOD.

5. WE INCLINED TO THINK THAT CONTRACTOR PLACES TOO MUCH WEIGHT  
ON "BUY ITALIAN" MENTALITY AS A DETERRENT TO POSSIBLE U.S. SALES.

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6. ALTHOUGH WE AGREE WITH CONTRACTOR THAT PREDOMINANT POSITIONS

OF CERTAIN US MANUFACTURERS IN ITALIAN MARKET MIGHT MAKE IT SOMEWHAT  
DIFFICULT FOR NTM/E FIRMS TO PENETRATE, WE BELIEVE THAT HARD WORK  
AND SUPERIOR PRODUCTS COULD OVERCOME THIS INITIAL HANDICAP. FINA

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## Message Attributes

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